

The works of brett nortje volume 7 [13th july 2016]

Rehabilitation, shelters for pregnant girls and old age homes.

In my country south africa i am sure that we have better infrastructure for these things than the rest of africa. this would be where we need these 'shelters' to run and support themselves, of course. this would mean they need to make money without being given funds from the state, of course.

The first thing that comes to mind is counseling. the people working there are not busy all day long, so could counsel people in the areas for a while each day. this could be like a 'skills center' type of counseling, marriage counseling or other types of study guidance.

Then, they could also handle other things that the state departments handle. remember i supposed that they could fill out home affairs forms if they got computers and printers? well, they could get these donated by the state each three years, new ones. then they could handle these affairs too.

Maybe they could also put the 'patients' to work? writing their own newspapers for the suburb could bring cash in and give them something to do, of course.

If they were to get real jobs, maybe processing things for companies, like doing surveys or testing samples, giving feed back to the companies would bring money in? these would be sample tests that they actually have time to do, as, the normal person rushes through surveys thinking they are actually helping, yes? if they were really honest, and they don't come more honest than someone with nothing to do, there would be better pricing - how many companies lose business because they have people just saying yes, it is a three out of five because i actually don't have time to do this? there is plenty of room for this sort of thing, as, there is little else for these shelter people to do, of course.

This is supposed to be a charity, but, run like a business, a legally adhering business, it could break even or even turn a profit. other things like having day care there, maybe with the pregnant girls gaining experience and getting paid by the parents to look after their kids while they go shopping, for a barter amount like a loaf of bread, could make a difference?

Maybe the rehab centers could also get the people there to donate blood? this could be sold to hospitals at a minimal fee with the rehab kids getting a little extra money each month worth of nice food, like processed cheese and stuff? they could also be paid to remove dealers from the streets, like undercover cops, as part of their rehabilitation.

The pregnant girls could knit and sew things, like a special brand, to women and kids out there. a hand sewn hooded top is of higher quality sometimes, or, at least can be made by the girls. then, they could also receive spices and things from their parents to cook for the others in the shelter, gaining experience for later in life.

Then, the shelters could run accountancy courses for the youths. those that learn will be able to process accounts of businesses in africa, via post or email, of course. this course should take two days, and, if the shelter organized it for them, the funds are for the shelter and anything they pay the sheltered.

Then, there is petitions sent to the courts. the sheltered could organize these things into alphabetical order, file them and send them back. or, they could offer services to the state where they get paid commission, as in a job's commission, where they sort through complicated court proceedings and other things that take time and have an equally uninterested person doing them.

In the shelters, the women could cook and do accounts for the shelter, so as to free up time for the main people to run things for the shelter. the boys could assemble things for the community like bunk beds and other things that need to be assembled, at a minimal fee of course.

Then, the aged could be briefed in counseling. this would allow them to counsel people that phone in, and receive board and lodging for the service. these oral services could be about marriage guidance or even child orientation, or could prove to just be a ear to listen to them?

Given the chance, the elderly could set up a brief scoop on international news. anything to do with whatever they are told to collect and summarize would be of service to whomever the client is. even if all they get is a name and a figure, the body could check it out, yes?

Maybe if the shelters were to offer to mark examination papers, with the guides to the right answers, they could make some money?

I am sure the pregnant girls could make a make shift bakery, and the boys could assemble things basically for those with not enough time?

Prisoners could be called on to build for the state and companies. in america they work the fields with large pieces of stone to cut, and that has worked out nicely? if the prisoners were used to build, they could earn enough to eat and maybe buy some smokes or something?

What do prisoners know more than anything else? well, some of them know how to murder, some of them know how to steal and some of them know a lot about drugs. if they were to work with police in these ways, they could find the psychological reasons why people turn to these ways of living, of course, and then help the police save others from these ways of living.

They have access to wood working? the prisoners could build beds for the massive demand for these things today, and the women could make the mattresses, of course. this would be like a combined thing, of course.

Municipal undertakings.

In my country, south africa, there is a problem with balancing the books of the municipalities which service the local areas. these municipalities will add service prices to water and electricity consumption by the area they govern and then also allow for road works and repairing of certain services like road works and water mains handling and replacing.

How they manage to operate is a mystery, as supplying those two 'bonus services' is nearly constant. this would mean nearly every month they would be working on similar roads and so forth, usually widening them. the easy answer to widening roads is to instead widen the outlet of the road, so that it branches into two or three outlet roads. this would see the congestion ease much more than having identical outlets to roads, as this would lead to congestion - having a normal one lane road would empty quicker having more final outlets, as then the flow would be nearly constant, of course.

The obvious solution to this is to raise rates to balance the books, but this is hard on the poor. this means that we need another way to settle this unsettling state of affairs, as, the roads will need to be maintained and so forth, yes?

So, maybe if the residents need a road 'fixed,' they could apply to the municipality for the inquiry. this would be where they charge a call out fee to survey the road, and then decide if it needs fixing.

in the event it needs fixing, the residents could pay for the materials, as it is them that made it that way, of course. this means it will also be guaranteed for a while, so if the municipality does a bad job, and it needs further fixing during that guaranteed five year period, the municipality will have to pay for it, and pay the people their money back. this will guarantee good service.

How much does it cost to fix a water mains? i suppose it would take one day's digging, maybe three work men, coming to 600 rand for the day, then day two they fix the mains, costing say 2000 rand for the 'pipes' and another 600 rand for the workers, then 600 rand for the workers on day three and tar and gravel costing about a 1000 rand. this comes to 5000.00 rand for the three day job, and, that means if the area has two and a half thousand people living in it, they each pay two rand. i can see the costs being similar for the road works too.

The salaries of the staff overseeing the running of the municipality should be covered by the mark up of the water and electricity, if they just doubled the cheap water and electricity prices they get.

So, now i am suggesting this becomes a self supporting service, as from this next election. i am sure there will be more income for the municipalities if they are resourceful, but, honestly, i cannot see there being a problem, nor the need for a link between state and the municipalities.

Love is strength.

I have a idea that people only love strength. this is apparent in babies and teenagers and middle aged people too. babies love their parents as they see strength in the form of size and sweets. somehow they have decided that this father is the strongest person alive and that their mother has more sweets than can be counted.

Then there are teenagers. they love others with strength in beauty and rebelliousness. this is apparent by pretty girls and handsome boys being popular. then there are rebels - leaders among their peers as being the strongest or most antisocial and leaders of their peers in addressing teachers and telling them how the class feels.

There is also middle aged workers, who follow the same system as the teenagers. what is it about strength that makes people swoon? it is to use the strength as if it were their own, no doubt.

Loving god is also love of strength. nobody prays to their parents, do they?

Human trafficking.

I was watching television and saw an article on human trafficking. this was about how women try to get from the poorest of africa to south africa, as, they are under the impression they will get work here. of course, the chance of getting work here is dire.

This means we need to roll out jobs in 'poorest africa.' this can be done by south africa investing in places like malawi, and, this can be done easily and without risk. if we were to observe that malawi, for example, has so many poor people, this is great, as they are all seeking employment. with so many people seeking employment, there is definite need of service delivery, but, at the same time they could all be observed as being in need. this makes for great potential for employment and taxation, which would grab the attention of the state, yes?

Now, if we observe that they for example have lots of wood, for the cost of a few saws and hammers, they could make objects out of wood. they could sell this to small businesses, who would then have these items, and then the business will grow, hopefully? then there will be more

employment here in south africa - if they make wooden objects, we can buy them and sell them, bringing forth a 'trade agreement.'

But wood is not enough. with the money they get from the wood, they may squander it. if a social worker was to come out to them from the state coffers, then they could buy better tools to make, for example, speakers for computers of home entertainment systems. as soon as that is going on, hey, they could sell that and upgrade, yes?

This can happen as quickly as the people push. with my swiftness approach, you spend and loan more than you have for a zero risk investment, getting that money back out quickly, and, then reinvesting in the time that you would be still working on the first step, of course.

Lessons in human resource management.

Taken from the wikipeddia;

“ Quote by: https://en.wikipedia.org/wiki/Human_resource_management

Human resource management (HRM or simply HR) is the management of human resources. It is a function in organizations designed to maximize employee performance in service of an employer's strategic objectives.[1] HR is primarily concerned with the management of people within organizations, focusing on policies and on systems.[2] HR departments and units in organizations typically undertake a number of activities, including employee benefits design, employee recruitment, "training and development", performance appraisal, and rewarding (e.g., managing pay and benefit systems).[3] HR also concerns itself with organizational change and industrial relations, that is, the balancing of organizational practices with requirements arising from collective bargaining and from governmental laws.[4] According to R. Buettner, HRM covers the following core areas:[5]

job design and analysis,
workforce planning,
recruitment and selection,
training and development,
performance management,
compensation (remuneration), and
legal issues.

HR is a product of the human relations movement of the early 20th century, when researchers began documenting ways of creating business value through the strategic management of the workforce. The function was initially dominated by transactional work, such as payroll and benefits administration, but due to globalization, company consolidation, technological advances, and further research, HR as of 2015 focuses on strategic initiatives like mergers and acquisitions, talent management, succession planning, industrial and labor relations, and diversity and inclusion.

Human Resources is a business field focused on maximizing employee productivity. Human Resources professionals manage the human capital of an organization and focus on implementing policies and processes. They can be specialists focusing in on recruiting, training, employee relations or benefits. Recruiting specialists are in charge of finding and hiring top talent. Training and development professionals ensure that employees are trained and have continuous development. This is done through training programs, performance evaluations and reward programs. Employee relations deals with concerns of employees when policies are broken, such as harassment or discrimination. Someone in benefits develops compensation structures, family leave programs, discounts and other benefits that employees can get. On the other side of the field are Human

Resources Generalists or Business Partners. These human resources professionals could work in all areas or be labor relations representatives working with unionized employees.

In startup companies, trained professionals may perform HR duties. In larger companies, an entire functional group is typically dedicated to the discipline, with staff specializing in various HR tasks and functional leadership engaging in strategic decision-making across the business. To train practitioners for the profession, institutions of higher education, professional associations, and companies themselves have established programs of study dedicated explicitly to the duties of the function. Academic and practitioner organizations likewise seek to engage and further the field of HR, as evidenced by several field-specific publications. HR is also a field of research study that is popular within the fields of management and industrial/organizational psychology, with research articles appearing in a number of academic journals, including those mentioned later in this article.

Businesses are moving globally and forming more diverse teams. It is the role of human resources to make sure that these teams can function and people are able to communicate cross culturally and across borders. Due to changes in business, current topics in human resources are diversity and inclusion as well as using technology to advance employee engagement. In the current global work environment, most companies focus on lowering employee turnover and on retaining the talent and knowledge held by their workforce.[citation needed] New hiring not only entails a high cost but also increases the risk of a newcomer not being able to replace the person who worked in a position before. HR departments strive to offer benefits that will appeal to workers, thus reducing the risk of losing corporate knowledge.”

So, that is the basic definition of h.r.

Handling strike action.

I would say the most important function in human resources, or any department for that matter, is getting everyone producing something for the company. of course, the stalling of production of any sort slows the whole company down, and then there can be no income for the company, while the staff is still legally being paid. luckily for commerce, this hardly ever happens. the problems like this are usually in the industrial sectors, of course.

So, if getting strikes to stop and production to continue is so important, the staff need to be heard. this can be done by a monthly 'complaints receiving.' this would lead to more stress relief and less build up of 'unsettling events,' of course. these events would be where the staff has had enough, or is copying other factories in the news. it may be as simple as if they get, we need to get too, yes?

Obviously there can be no stopping of staff hearing what other factories are doing, so they need to work together. of course, if the workers sign a memorandum where they will not strike each month, then the bonuses could be paid for working through a strike - without a raise due to others being on strike, the business could choose a time that is better for the business to give raises, which would most likely be in the new year, of course.

If all workers are managed well, there should be no strikes. if there are no strikes, the greatest bottlenecks are cleared, of course, and then planning departments could continue as they would like.

So, ask, adjust, negotiate. if you fail to do these things regularly, you might lose a whole month's production. of course, having your staff work through a strike would lead to heavy income for your business.

Core job dimensions.

“Quote by: https://en.wikipedia.org/wiki/job_design

Skill variety — This refers to the range of skills and activities necessary to complete the job. The more a person is required to use a wide variety of skills, the more satisfying the job is likely to be.

Task identity — This dimension measures the degree to which the job requires completion of a whole and identifiable piece of work. Employees who are involved in an activity from start to finish are usually more satisfied.

Task significance — This looks at the impact and influence of a job. Jobs are more satisfying if people believe that they make a difference, and are adding real value to colleagues, the organization, or the larger community.

Autonomy — This describes the amount of individual choice and discretion involved in a job. More autonomy leads to more satisfaction. For instance, a job is likely to be more satisfying if people are involved in making decisions, instead of simply being told what to do.

Feedback — This dimension measures the amount of information an employee receives about his or her performance, and the extent to which he or she can see the impact of the work. The more people are told about their performance, the more interested they will be in doing a good job. So, sharing production figures, customer satisfaction scores etc. can increase the feedback levels.”

This skill variety reeks of job satisfaction. this is because the monotony of doing the same job over and over - i have been there - gets very boring. of course, allowing people to switch tasks, or, deal with many small areas of different tasks will allow job satisfaction, and, then let them check each other. if one person i wrong somewhere, then the overlaps of activity will bring the whole task down, but, having so many people involved will identify these problems quickly and as a team they could correct it - it is like having one person counting money or a whole lot of people counting different types of notes, simply counting in those units will be better.

Critical psychological states.

“ Quote by: https://en.wikipedia.org/wiki/Job_design

The five core job dimensions listed above result in three different psychological states.

Experienced meaningfulness of the work: The extent to which people believe that their job is meaningful, and that their work is valued and appreciated (comes from core dimensions 1-3).

Experienced responsibility for the outcomes of work: The extent to which people feel accountable for the results of their work, and for the outcomes they have produced (comes from core dimension 4).

Knowledge of the actual results of the work activity: The extent to which people know how well they are doing (comes from core dimension 5).”

This could all be summed up in a negative marking system. if there is nothing wrong with it, it should be signified by a 'clean audit.' this is what is used with learner's license tests in my country, as, it is wrong to see how they can remember, but rather how much they cannot remember. in this case, it would be for complaints - no complaints would be the highest order, and, there can be a relay system of clean results leading to not having to do certain things they can chose not to do.

For example, if there is a stock take, anyone with a clean job summary would be able to miss it? if there were to have a 'clean summary' then they could be the one to go to the bank each friday or pay day, and have an extended lunch? i am not aware of all the possible rewards, but these two i can think of being high on the list of 'desires.'

As for the psychological aspect, the personnel could all have a 'meeting.' at this meeting they could all talk about how good each other is at work - if the factory workers were to talk about how valuable they think each other are, some will, due to ethics, be higher thought of than others. this social ranking system would make people feel good about the work they do due to the comments of their peers. the managers could sit in, and then justify what has happened and been said with figures and other things on paper.

I think it is wrong to foster narcissism as it will lead to everyone needing to feel special - an email saying you are special does not get the applause of a meeting between them and their peers, of course. if it was a private affair, it would be like a secret, yes? this would foster narcissism or needing to feel special, as there would be much too much of this 'secret stuff' to keep them from wondering who is the specialist, of course. something like a monthly meeting would go down better, i think?

Workforce planning.

“ Quote by: https://en.wikipedia.org/wiki/Workforce_planning

Workforce Planning is a continual process used to align the needs and priorities of the organization with those of its workforce to ensure it can meet its legislative, regulatory, service and production requirements and organizational objectives. Workforce Planning enables evidence based workforce development strategies.[1]”

Strategic and operational workforce planning are about setting plans in place for the workings of the business with regards to personnel tasks and objectives. how do we know what the staff are capable of?

Maybe the best way to make a strategy is to observe what you would do if you were them? break the work week down into ten minute intervals and allow for some of the time necessary for those unseen things that will happen. if it takes you ten minutes to have a cup of coffee, then allow them a certain amount of cups a day. planners often forget about the humanist aspect of the business, so, they are treating people like sheets of paper, yes? if you really want to 'use them' correctly, you need to think of them in the worst cases, and, then the plan can only improve, hopefully.

So, let's say that all the staff are very lazy and incompetent? this would mean that they can still hold their own with their jobs, as they have in the past. this means, of course, you need to find where the balance is - i bet some are covering for others? this would be reflected by a skip through the office every now and then to see who is at who's desks - what is going on? is it outstanding communication in practice, or, is it the off loading of tasks and responsibilities? this would mean, of course, that some are shirking responsibilities and work.

To correct this you need to monitor the emails and print outs. if someone is emailing a lot of their tasks to others, they should be addressed. this would be where there could be more work done, of course, so why not get them off the backs of those that work? this would be where, most probably, they are bringing their personal life into the office, and it is not to the betterment of the company to do this.

You cannot make a plan unless you know what is happening. if you find out what is happening, then you can make a plan based on 'evidence' of ability. everyone can do the basics, and the basics are often all you need. this would be where you make word documents and use other basic windows programs most of the time - nearly anybody can do that, yes?

To make sure you are not overloading the task list of the employee, you need to, as i said, think about it from their point of view; it might take a few minutes to do this for each person, but it will let you see that they can do far more. this is because of their own shoddy 'time management' and boredom. if they are doing the best they can, then you should be beating your production output each month by a quite a bit, as, looking around to startups, they are full of people that made the business together, and all know what to do and enjoy it as it is their own creation, yes? if pitted against these percentage based outcomes they are falling behind, you know that they could do three quarters of the same load, yes?

Recruitment.

“ Quote by: <https://en.wikipedia.org/wiki/Recruitment>

Recruitment (hiring) is a core function of human resource management.[1] Recruitment refers to the overall process of attracting, selecting and appointing suitable candidates for jobs (either permanent or temporary) within an organization.[2] Recruitment can also refer to processes involved in choosing individuals for unpaid positions, such as voluntary roles or unpaid trainee roles. Managers, human resource generalists and recruitment specialists may be tasked with carrying out recruitment, but in some cases public-sector employment agencies, commercial recruitment agencies, or specialist search consultancies are used to undertake parts of the process. Internet-based technologies to support all aspects of recruitment have become widespread.[3] [4]”

Making sure you have the right people to fit into the business is important, as, there could be personal problems. this leads me to a new idea; 'workforce attitude.' if the team is vibrant and full of energy, they may be irritated by someone that is down in the dumps and negative, no matter how good they are at their job. this could be like trying to fit an avid star wars fan into a office full of cyclists - they might not get along.

Along with this 'culture' there are moods and music too. sometimes it will be tense, sometimes there will be arguments over which radio station to listen to, but, the older an employee is, the more open to other's ideas they usually are, yes?

Recruiting someone with the right personality is more important than skills, as, it will be a team working together rather than a bunch of individuals with a bad attitude, yes? as i said, skills in typical commerce based offices are more about basic understanding of the workings of windows, of course.

Experience can be a good thing for an employee too, as they may have picked up the right attitude and competence. on the other hand, they may be used to getting their way or some other things that are unsavory, like bad habits and so forth.

Training and development.

This is where the employees of the company will want to 'stay ahead of the pack' by being improved as a asset to the company. if the employee was to be trained, then they would be able to know more about their job as known by others that hold similar jobs through their testimonies, of

course. if someone reports that this or that was a clever idea to help them, then they could share their know how with others, and this comes in the form of training.

Most of the time, only the top managers will select the things to be trained in. of course, if you were to train someone in a similar field, then they would know more about that job's functions, but, if you were to train them over the other side of something, then they could make themselves more of a useful part of the business by being able to do two roles. let me explain;

John does the i.t. and caryn the finance. when john is sick, nothing can happen. if caryn is sick, the company also comes to a stand still. if they were to overlap their skills, then this would not be that much of a problem. overlapping skills would be best for a small company, as then there would be less staff to take these tasks on, but for a bigger company, there are probably replacements.

Performance management.

“ Performance management (PM) includes activities which ensure that goals are consistently being met in an effective and efficient manner. Performance management can focus on the performance of an organization, a department, employee, or even the processes to build a product or service, as well as many[quantify] other areas.

PM is also known[by whom?] as a process by which organizations align their resources, systems and employees to strategic objectives and priorities.”

This would be where you make sure that people complete required activities. bringing the deadline forward would be to the advantage of the company, especially if the employee is unawares of the changed time frame, as then if they fall behind, they can take the spared time to do it. on the other hand, working without deadlines would be better, as then the focus would be on doing it now, yes?

Leaving deadlines up to the staff is a nice gesture, but it is bad planning. if you were to tell them when to do what, it is up to the management. let's face it, the management doesn't do much except make sure everyone is doing their jobs, yes? with this new immediate deadline, the tasks could be completed much faster, and new tasks could be loaded onto them. this could be the difference between making two processed decision a day or twelve, to be quite honest.

This is because a typical employee can type a page of information in fifteen minutes. this means they can do dozens of tasks a day without interfering with their lunch time and such, of course. if something needs to be done, do it now, why not? too much time is allowed and wasted because of taking things for granted, and, deadlines are missed because of reckless behavior. this means, of course, doing it now, will get the order through or the goods purchased, the task completed or the accounts checked again and again in normal working conditions - where they are actually working.

So, to judge a person on whether they are meeting the deadlines is weak, judging them on how much more they do should be the way to do things.

'Human resource structure.'

This is something i have been thinking about, and, i think the secretaries should be given 'more power.' they are constantly trying to fix things given to them, they constantly need to baby the staff, hell, they are the most crucial link to the business. the problem is, when shoddy work comes through, they have to fix it and it complicated their day, as, the task is there, it seems to be nobodies problem, but it is a problem, and, they take it upon themselves to make it their problem, yes?

So, if the secretaries were allowed to walk around and 'peep' on people to see what they are doing, and where the problems are, they could cut their work load into a quarter i reckon. if they were given authority to 'ask' how the tasks are coming on, and, if you read my previous entry, whether the mammoth expectations of one page of work every two hours is being done, then they could jack them up a little with a friendly disciplinary paddle on the bum, yes?

Now, for this to take place, the secretary merely needs 'respect.' while they are walking around, they should leer over work stations and read what they are busy with, and have them explain it to her. if they have a plan that can be understood, she can get to know more about the business, quickly mind you. practical application beats diplomas any day. this would lead to her having a comprehensive knowledge of what is going on to report to her boss, who can inform the share holders that things are on track, yes? this will also save her time in needing to read extra things to check that the report for 'the boss' is 'coherent.'

Lessons in marketing.

I failed a course in marketing long ago, but now i am back to try to make it easier for those out there interested in this subject.

“ Marketing is a widely used term to describe the communication between a company and the consumer audience that aims to increase the value of the company or its merchandise or, at its simplest, raises the profile of the company and its products in the public mind. The purpose of marketing is to induce behavioral change in the receptive audience.[1] The American Marketing Association most recently defined Marketing as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." [2]

The techniques used in marketing include choosing target markets through market analysis and market segmentation, as well as understanding methods of influence on the consumer behavior.

From a societal point of view, marketing provides the link between a society's material requirements and its economic patterns of response. This way marketing satisfies these needs and wants through the development of exchange processes and the building of long-term relationships.

In the case of nonprofit organization marketing, the aim is to deliver a message about the organization's services to the applicable audience. Governments often employ marketing to communicate messages with a social purpose, such as a public health or safety message, to citizens.”

Approaches in marketing.

I have skimmed through the wikipedia, and realize there were and are several approaches to marketing. i thought i would cover all the dated approaches, and face lift them for the present day, and reinterpret the current approaches to be easier to be realized in the present day.

The old approaches were;

[1] production: this would be where you produce and aim to sell as much as possible.

[2] product: this would be the quality of the product.

[3] selling: promotion of existing product.

[4] marketing: needs and wants of a customer, like economics.

[5] holistic marketing: all aspects looked to be satisfactory.

Then, there are the modern approaches;

[6] Relationship marketing and management: building loyalty.

[7] Business and industrial marketing: peer related trust and goals.

[8] Societal marketing: this would be like responsibilities for the products and market.

[9] Branding: brand value.

Production.

This approach to marketing is old, and abandoned, but i thought i would revive it to see if can be useful anyways. the concept of this approach was to produce and sell as much as possible, leading to bulk buys i suppose, and that would put the business you work for in better standing order, of course.

Producing as much as possible, though, calls for optimism. in today's world, production should not be that foolhardy, as, if it were that you produce too much, you will sit with old models and dated products, leading to a need for storage space and things to keep the stock relevant. in other words, it would not sit well unless it was a new product, yes?

When producing goods you need to gather orders first. it is no good to assume that you will get orders, you need them on paper. this leads me to my short term goals approach, where having many small deals is better than one long term deal. i say this because with a long term deal, no prices are adjusted and the long term deal leads to prices being reduced on both sides due to bulk sales. this means the producer loses money, as, they are selling bulk. selling in bulk can only lead to reduced profits - having a regular small term deal will see the closing of certain accounts too, clearing up many ledgers for accounts.

Product approach.

The quality of the product is often matched to it's price. this will show that you pay for what you get, of course. the thing is, most products are the sum of a lot of equally costing molds and tools, so having it expensive would have as much warrant as the packaging it comes in and such, yes? i mean, how can someone make inferior molds and use inferior components - there are no inferior molds and components, they all cost the same as there is no market for inferior molds and components when they are all so cheap.

This means that the quality of the product is just down to the brand power of the product, of course. if it were that you price down, you are just looking to sell more goods in total making more than your higher priced competitors, of course. some people realize this and just buy them anyways, knowing that actively trying to make your product need a warranty will get it one.

Selling and promotion.

This is where the product is sold at a certain price and depending on whether it is on sale, it could be receiving a promotion that way. the best way to promote your product is to send various branches you would like to appraise your product samples. this would be where you promote your product to the purchasing staff hoping that they will think it is a good product, first - you can discuss price later. just get your foot in the door.

Then there are personal things, like treating them well. if you were to wine and dine them, the person, the purchaser, and not the company is making the decisions. of course, the more you focus on one person, the more they will speak about the product with the rest of the company, thereby acting as a virus where you get a leg up in the business and then make a few more connections. the problem is, if that person leaves the company then you might lose a few favor points, but, they might contact you from the new company they work for.

Selling is done by selling from your side to another, but, the overall image of the product would be reflected by the branch you are selling them to. this would be as if you were unhappy with the way your product is represented by the company you are selling them to - say they throw your tomatoes at a governor? this would be bad publicity if people saw the box that you sold them in, making an instant impression on their minds as to this brand being responsible for this 'chaos.' then your product could be featured, for example, in a drunken driving incident, like a car, yes? there is a lot to selling and promoting your product.

But, the most important issue of selling and promotion is advertising. we all know that people page through the media and see these ads, dismissing them immediately, yes? this can be overlooked as long as you are doing the previous things i mentioned, or, you could organize articles in the media where your product features, of course.

There are no guarantees with promotion and selling, merely increasing your chances.

Marketing needs and wants - like economics.

In marketing there are two very important issues to balance, being needs and wants, being balanced by supply and demand. This is where there needs to be a market for the product, and, in market i mean market place, and in market place i mean at least a stall where you can 'barter.'

First, in the early days there was a market place for people to trade. this came about by bartering things for the sake of yourself and others that depend on you for their livelihoods. this must have been natural progress from women gathering roots and men hunting, of course. so, the market was created in the 'caves' and then they would share with their families, of course. this led to caves trading in harsh times, as there was, demand. if there was not enough supply, it was as simple as going out to gather more, if possible, being supply.

Today we gather the demand before we supply, as, if we supply too much, the price drops due to oversupply. this is like drinking water - if you need to go to a well, or the river, or a flood where there is water everywhere to bathe in. this is an extreme case of oversupply, as the river flooding will be like undrinkable, like your product would be useless if there was so much of it, so useless it would merely take up space.

So, if you were to know how much to supply, receiving modest, at least, sums of money, you could find the optimal point where you supply and make the most profits per capita.

If you were to identify a new need, then you could satisfy it. in the old days, there was a need for carrier pigeons, and then came the telephone. this was a technological concept that got applied, of course. technology that is new is nearly always in demand, unless it is in the third world, of course. in the third world there is a lot less wants, but a lot more needs, than the first. this is why you should expand into the area desired by your product - is it a need or a want?

Relationship marketing management.

This is where you build a pact or affinity with another company, a customer. you usually do not have to worry about your suppliers - they will typically call you, as you are the patron in this. you need to do this for your customers. one of the ways to look at this is having your company say to you the client or customer is always right, but, it is fruitless to put your staff under too much stress, of course. this means the customer is just very important, instead of being right all the time - they may find this patronizing, which is the goal of marketing if you really think about it.

So, you have your first customer, what do you do? making sure that you have their attention is down to your attitude to them, how you treat them. always, it comes down to who is giving them the best price, unless there is a personal dislike. like we have learned, the customers know how to keep the gravy train coming to them. sometimes this borders on illegal activities, like prostitution and drugs, but, that is another story.

Now, if you really want your customer to make an order with you, you need to make yourself their fantasy. if you were to treat them right, act interested in what they are saying, and pamper them, dealing with you will be their fantasy, and, it might come down to, in a competitive atmosphere, how they will be treated once every two months with their 'paid for holiday' with you representing your company. remember too, ask your connected purchasing team what they would like to experience and hear and stuff, yes?

Business and industrial marketing - peers and trust.

Usually laws make this much easier, but, this is where you do not rip off someone, and in turn they do not rip you off. this seldom happens though, as it is with your 'peers.' i guess that by peers they mean that you must think of the whole market, yes? this would be other people supplying similar goods to your similar or other customers. this is also a reflection that marketing is usually about selling and not buying. i say this because the course for marketing includes personal selling and eventually advertising i think.

This is the opposite of industrial espionage and sabotage. sometimes when you sell similar goods to the same customers, there might be a lot at stake, yes? this would be like going to your competitors and paying the staff to throw a spanner in the works, but, with the commission incentive of most recent businesses, there is too much emphasis on doing things right for yourself to risk making a bad name for yourself by reducing your competitors production and sales. of course, sometimes it can be done legally, like paying for customer information, yes? this might be the way the managers want to go, but usually in a moral society, it is not.

If we were to look at the market, which is where you sell your shares and people invest in your company, and, if you were to buy shares from your competitors, you gain more market share, yes? this would mean that you would dominate the market if you are 'big enough.' also, if you were to ask your peers what they are doing, they might tell you, or, it might be in the news, as business plays a big role in the media - it has it's own whole section in some papers.

Saying bad things about your competitors means that they might get less sales, and this is possible through the media or people that know the customers. through some trust, both or more businesses may do moral business, of course. deals on paper are also common i would suppose, but i have yet to hear about this sort of thing.

Manipulating markets.

It has occurred to me that markets play a role in how well a country does financially, and, others trading on that market will help it grow. there are many markets, and i remember the hang seng being worth 21xxx in 2009 and the nikkei being worth about 6xxx in 2009. today in 2016 the hang seng is worth 20xxx and the nikkei is worth 16xxx - surely you can see the rates of growth have altered. we need to find out why - why has the japanese market done so well and the chinese market done so badly?

To find out why, we need not worry about why that much. we need the controllers of the japanese markets to be split up and given authority over other markets, and, write a short paper about their techniques, which we will pay them for of course.

Then, we need to also attract money. you see, with all the banks trading in america and china, that leaves a huge area for improvement in other markets. if we were to collect say all the african banks, and encourage trade with african markets, say because that is the currency the bank uses for it's owners and staff, i am sure they will listen.

Then, they need to get rid of all that currency that they have bought and made a shortage of, making it more valuable. there is little room for improvement anymore, as that is impoverishing the staff and owners of the bank too - so it is personal. this means buying yuan and dollars will be discouraged, as it is not in the best interests of the banking people, of course, nor the country and markets they are responsible for.

Doubling the markets worth.

If we were to observe the markets as they are, the people on them buy stocks looking to enrich themselves. this could be due to what they see as an investment into something that will grow because of other investors investing too, or merely for the sake of yielded dividends to them. of course, this is typical of a market - what the businesses want is for people to pump money into the businesses so that they can grow.

Maybe if the business was to buy it's own shares, then there would be a problem? imagine if the owner bought all the shares of the business and then held onto them - this would be bearish behavior. bullish behavior is where the market investors all start pumping money into buying with the idea that they can buy low and sell high. honestly this is the main goal of any investor.

So, with my idea of avoiding blue chip stock, as it will not grow quickly, then we could say that it is better to take 'nothing' and make something out of it? if this were the case, then there would be surges on the market. if the market was to receive money for the businesses, then they could all grow together, as if you see expansion in something like shoes, then obviously the market will surge due to the investment in, for example, rubber? this is like a oscillator where activity on one side leads to activity on the other side.

In africa, it is very fragile. if someone was to invest in something, then it needs customers. this means the safest bet is to invest in raw materials or industry, of course. from here, there will be 'customers,' the people that make use of the 'raw materials' to produce other products, of course.

So, the best way to invest is to find your niche - where is there a need for businesses? if there are too many raw materials, then they go to the first world, where they are processed, yes? this is common in our world, as, the west makes use of the labor of industry in the third world and then processes other's work with their work. this makes me now think of;

Industry in the first world, and commerce in the third world. no longer specializing in one type of area, the whole world could process it's own goods, yes? if africa was to copy the business setup of america, then they could replicate the commerce side building for building and employee for employee, yes? then, the west could extract their own materials, sugar cane for sugar cane, and ore nugget for ore nugget, of course.

This would effectively double the employment and output of each country, of course. organized properly, this could be a great beginning.

Splitting markets.

With the markets being doubled in size, due to the in sourcing of raw materials, the first world is bound to take a knock, or, the wealth they have that is whipped off the third world will lead to a more level playing field. that is if the powers that be invest correctly.

Splitting markets would lead to, well more markets. maybe if the market of, for example, food stuffs in south africa, were to form their own market, it could reflect the food supply and health of the market regarding food in that region. then, the investors could quickly sift through the markets, and find information of knock on effects to other markets. for example, if seasoning for foods was to get 'richer,' or 'more healthy,' obviously food that uses the seasoning within that market would be a more comely investment?

Of course, this will lead to many more market listings, and, markets. if each continent could combine their food stuffs, for example, into one market, then it would be easier to predict and gain information on where to invest as a knock on ripple effect. of course, this takes a lot more administration, yes?

Another plus thing to this sort of 'market splitting,' would be for traders to focus on what they want to focus on. as one share goes up, some of it is sold, so it goes nowhere, yes? maybe if the markets were to force a waiting time on sales, legally, the markets would be more bearish for the sake of investment, as then the owners of shares would feel secure, that it will not fold over the next fifteen minutes due to profits sought. so, a waiting period, as if for a bank, should be implemented and then there will be real gains, as it will be 'safe' to buy into something going up, and then it will settle panic.

Of course, the brokers do not usually buy low and sell high, it is the amateurs that 'unsettle markets.' this will see the stagnation of all markets if this continues, due to paranoia and profit seeking. these people need to be pulled into real investment opportunities for the business.

Now, if the law cannot justifiably be brought into it, then maybe the waiting period could be stretched by the business itself? i mean, if some broker is out there reading numbers on a board, he or she doesn't care what cute little kitten are going homeless because of them. this means, the business itself needs to delay the moving of shares or something to make the market bearish for investment, and bullish for purchases at the same time. maybe if they were to delay the moving of the shares to bank standards for transferring money, then there would be hope?

Trust me on this one. when there is market confidence brought about by security, more investors with major money will 'buy in.' won't even need them though.

Investment returns.

It seems to me that there is even more money to be made off of market manipulations. if the state were to regulate it in anew ways, or the owners of the market were to use new methods, or even correct methods, there could be more money, of course.

If the market needs to grow, then there are many ways to do so. the cheaper the shares, the more likely the business is of getting them sold, and, interest going up. this means, maybe, the shares should be split?

This can be done by taking all the shares and cutting them into ten pieces. of course, the owners of shares will now have ten time the shares at a tenth of the value of each. this will make buying them easier, but is this so comely?

If there are more shares, then each share gets taxed when sold, at the same rate. this means the state will make a lot more money, and, the market will hardly feel it, of course. if there were simply more shares, then they would spread the board with each share allowing less control of the business in question, of course, but then there would be more buying and selling of shares, a s they are cheaper. the only question for this is, is ti better to collect taxes on more shares and have the market less stable? i mean, it will be less table if there is more buying and selling, so;

To make the market more stable, shares should be collected into one bigger share. this would mean that every share is divided by ten or so, so that there re ten times less shares on the market. this will make buying them and selling them harder to do, so the markets will see rallying and investment instead of buying and selling, of course. if the business was to have less changing of owners, then there should be a direct outcome for them if they invest, as, the investment could be reflected in 'direct money out.'

This leads me to my latest idea - 'investment returns.' this would see the owner of the shares, or, any other sort of investor, put a deal together with the business, and then get a draining effect - a collective pooling effect - with the business. this would be where the investor may invest directly into the business, and see the shares com to them through the business taking away from those that lack to invest and instead giving the investor more of the company. this would see the investor slowly erode the worth of the other investors, and then slowly own the whole business.

As the investments come in, the other share holders will be paid out the worth of their shares at the same rate they bought them for. this means, of course, everyone will want to invest into the company. this means, that, to stay with your shares, you need to pump money into the company.

This bodes well for established companies, but what about smaller ones? well, if there is a 'buy out' then they could also see older more pessimistic owners done away with, and banks and other traders that want to see their money grow could invest into the business.

Of course, this means that companies could also buy their shares back. this would mean that the company could, as an entity, with a chairman, buy their shares back. this will mean that eventually they get moved off the market, and into the hands of their chairman. this would see the business be independent of the market, and, sort itself out without having to pay investors.

It is all good and well to think how a state department could change things on the market, but what about the 'little guy?' i mean, in a world where there are lots of big players, the first time share holder might want to make their own way as quickly as possible. obviously the best way to build a war chest as safely as possible would be to buy low and sell high, but, as we have already found, this will destabilize the market and then we see pathetic growth, yes?

So, what can the little guy do?

If the first time investor was to look at the market, they will always get top performers that everyone is after high on their list. the problem is, the profits have already been made - if they bought up a smaller business, and then they posted great growth, then that growth will not continue but the value of the business is still worth a great deal more.

One of the best things for the little guy to do would be to buy the whole of a small company. this would lead to them having control of the business and then they could manipulate the business in a way they will gain all the rewards and incur all the penalties of.

One of the things they could do with a whole business would be to take out a loan and expand. this would not be registered on the market - that they are in debt - only the growth would be noted, of course. this means that they can buy low and sell high, and, the money they borrowed remains in the market while they make a tidy profit.

Nested radicals.

This is used in convergence and density in maths. i just saw it and it looked really complicated, so , i thought since it is part of higher education, i could simplify it for the students.

So, these are like completely based on roots by roots. if we were to observe any root, we would find that it is like reversing the power, of course. this would mean we can take the root values and multiply it by itself, then divide it by double itself, and then get the answer, of course.

This is because the root is actually a way to find the root of the power that makes it.